

SANAULLAH KHAN

Experience & Product Strategist | UX Leader | Driving Growth Through Design & Systems

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WHY SHOULD YOU HIRE ME?

I bring 12+ years of experience in UX, product strategy, and service design, with a strong focus on solving real business problems, not just designing interfaces.

My strength lies in connecting **user experience, operations, and revenue impact**. I don't just improve usability, I identify gaps across the entire system and turn them into measurable growth opportunities.

I have led experience design and product thinking for brands like Amazon Prime, HSBC, Nestlé, Mahindra, Volkswagen, and Aditya Birla, working across industries including FinTech, enterprise SaaS, e-commerce, and digital campaigns.

Recently, I led an independent restaurant transformation project where I applied UX, operational strategy, and product thinking to drive **~70% revenue growth in under 8 months**, while also building a custom system for inventory, analytics, and decision-making.

Along with design leadership, I bring hands-on understanding of front-end technologies (HTML, CSS, Laravel Blade, APIs), which helps me bridge the gap between design, product, and engineering teams.

I specialize in:

- Turning user insights into business impact
- Designing end-to-end experiences (digital + physical)
- Building systems that scale, not just screens

I'm looking for roles where I can contribute at a **strategy, product, and growth level**, and help businesses create meaningful, measurable outcomes.

Worked across leading brands including Amazon Prime, HSBC, Nestlé, Mahindra, Volkswagen, Skoda, Renault, SBI Life, IIFL, Sun Pharma, Viacom18, Tata Sky, Swiggy, Zomato, Godrej, Lodha Group, NASSCOM, and more.

SKILLS

Product Strategy, Growth & Ownership:

Product Strategy · Growth Strategy · Revenue-Focused Design · Service Design · Customer Experience Optimization · Product Roadmapping · KPI & Metrics Alignment · Business Problem Solving · Stakeholder Management · Cross-functional Leadership · Agile & Scrum · Sprint Planning · Risk & Requirements Analysis · UX Audits · Data-Driven Decision Making

UX Research & Experience Design:

UX Strategy · UX Architecture · Journey Mapping · Service Blueprinting · Design Thinking · User Research · Persona Development · Contextual Inquiry · Heuristic Evaluation · Usability Testing · A/B Testing · Behavior-Driven UX · Emotional Design · Accessibility (WCAG 2.2) · UX Writing

UI Systems & Interaction Design:

Design Systems (Figma) · Interaction Design · Wireframing & Prototyping · Responsive & Mobile-First Design · Atomic Design · Visual Hierarchy · Component Libraries · High-Fidelity Mockups · Branding Integration · Style Guides

Product, Data & System Thinking:

Operational Optimization · Inventory & Process Digitization · Data Analysis & Insights · Conversion Optimization · Funnel Improvement · Dashboard Thinking · System Design Approach · Automation (Alerts, Workflows)

AI & Technology Collaboration:

Generative AI for UX · AI-Assisted Design Workflows · ChatGPT UX Flows · HTML5 · CSS3 · Tailwind · Bootstrap · Laravel Blade · REST API Understanding · Developer Collaboration & Handoff

PROFESSIONAL EXPERIENCE

Industry: F&B | Offline + Digital Transformation

Restaurant Revenue Transformation

(Independent Consulting Project)

2025 – 2026

 **Role:** Growth Strategy | Service Design | Business Operations | Product Thinking

Led end-to-end transformation of a fine-dine + bar restaurant, driving **~70% revenue growth within 8 months** through experience design, operational optimization, and digital strategy.

- Conducted deep **customer behaviour research** to identify positioning gaps and decision triggers
- Redesigned **physical experience (seating layout & entry flow)** to improve comfort for families and increase walk-ins
- Increased **beverage sales** by repositioning bar counter for visibility and engagement-led experience
- Optimized **Zomato performance (ads, commissions, menu structure)** to improve ROI and order volume
- Directed **food photoshoot & menu redesign**, improving online conversion rates
- Reduced **food wastage** through portion control and data-driven menu decisions
- Improved overall **customer mix, repeat visits, and operational visibility**

Product & System Thinking:

- Designed & developed a **custom web-based system** for:
 - Inventory tracking & expiry alerts
 - Vendor & purchase management
 - Sales analytics dashboard
 - Zomato data integration
- Implemented **expiry-based promotion system**, converting potential losses into revenue

Operations & Leadership:

- Collaborated with chefs, managers, and staff to improve execution and service flow
- Introduced **staff incentive model** to drive targeted product sales
- Digitized manual workflows, improving operational efficiency and control

Principal UX Designer & Product Strategist

Front-End Developer @ABC Designs

2017 – March 2025

 **Role:** UX Strategy | Service Design | Stakeholder Collaboration | Design Leadership

- Directed UX design strategy for enterprise web/mobile platforms across FinTech, Health, Insurance, and FMCG sectors.
- Collaborated directly with cross-functional teams (PMs, Engineers, Researchers) to shape experience vision aligned with KPIs.
- Performed journey mapping, service blueprinting, and heuristic audits to improve CX across high-traffic applications.
- Introduced atomic design systems and Figma component libraries, reducing design–dev handoff errors by **40%**.
- Spearheaded stakeholder workshops, sprint planning, and UX retros — aligning goals between design, product, and delivery.
- Championed accessibility (WCAG 2.2) and inclusive UX practices, ensuring compliance across all projects.
- Led and mentored a team of 6+ designers and developers across multiple projects, building a culture of research-first, scalable design thinking.

UI Designer → Senior UX/UI Designer

2012 – 2017

 **Role:** User-Centered Design | Interaction Design | Front-End Development | UX Research

During this 5-year growth phase, I evolved from executing UI mockups and wireframes to leading complete UX design cycles for web and mobile platforms. I contributed to key **client-facing** projects across **finance, wellness, and e-commerce** — conducting **user research**, defining **personas**, and **developing responsive**, mobile-first interfaces that aligned with business objectives. I built and maintained scalable UI kits and visual systems that accelerated consistency and delivery.

Due to frequent development bottlenecks and integration challenges, I proactively learned **HTML5, CSS3, Laravel Blade, and Git**, which enabled me to bridge the gap between design and front-end teams. This cross-functional fluency ensured smoother handoffs, better implementation accuracy, and improved collaboration across disciplines. My hybrid skillset became a valuable asset in delivering **pixel-perfect, user-validated designs** that translated seamlessly into production

KEY PROJECTS & ACHIEVEMENTS

1. Buddha Spa – AI-Integrated Wellness Platform:

 **Role:** UX Strategy | Service Design | Generative AI UX | Interaction Design

 **Case Study:** [Click to View](#)

Led the complete **UX Strategy**, combining **Service Design, User Research, and Persona Development** to build a mobile-first wellness experience from scratch. Created service blueprints, user flows, and wireframes integrating **Generative AI, LLM-based chatbot UX**, and a digital wallet module. The platform enabled faster service discovery, simplified booking, and personalized user journeys in a highly scalable system.

2. FuelSathi – Rural Fuel Delivery Platform:

 **Role:** Service Design | Accessibility UX | Information Architecture | Interaction Design

Led the **UX Design, Service Blueprinting, and Information Architecture** for FuelSathi — a mobile diesel delivery service built for underserved rural regions with no nearby petrol stations. Designed a multilingual, low-tech-friendly experience enabling fuel orders via **mimed call, SMS, and voice**.

Conducted **User Research** and **Contextual Inquiry** to understand behavioral patterns, resulting in an inclusive and intuitive system tailored for rural users. Focused on **accessibility, trust-building UI**, and operational clarity — creating a scalable, real-world impact solution.

3. Aditya Birla – “Boodhe Hoke Kya Banoge” Emotional Design Campaign:

 **Role:** Emotional UX | Interaction Design | Generative AI Integration

 **Case Study:** [Click to View](#)

Designed an emotion-led UX experience using Photo Aging APIs and Laravel, enhanced with AI-based interaction design. **Executed heuristic evaluations and usability tests** to refine the interface — resulting in a 40% increase in engagement.

4. Aditya Birla – Interactive Spin Wheel Campaign:

 **Role:** Gamified UX | Behavioral Design | Microinteraction Design

Constructed a **mobile-first gamification experience** with segmentation and **fair logic** to enhance **user interaction**. Resulted in a 3× increase in **reward redemptions** and **higher stickiness**.

5. DHA – Health Awareness Video UX Campaign:

 **Role:** Real-Time UX | CleverTap Integration | Behavioral Triggers

Architected a **personalized video experience** using **Interaction Design, Behavior-Triggered UX,** and **AI-generated copy**. Integrated **CleverTap** for segmentation and live UX interventions, resulting in a **20% increase in average session time** and higher engagement in health content delivery.

6. Interactive Quiz – Adaptive Learning Interface:

 **Role:** Gamified UX | Personalization | A/B Testing

Led the **UX Architecture** and **AI-driven content logic** for a mobile-first quiz system featuring timers, lifelines, and real-time feedback. Used **A/B Testing, Usability Testing,** and **Journey Mapping** to iterate based on data. Outcome: increased return visits and high quiz completion rates through emotionally engaging micro-interactions.

7. Oil India – “Safety at Heart” AI Selfie Campaign:

 **Role:** Emotion-Driven UX | Generative AI | Visual Storytelling

Created a branded **AI-powered Face Swap interface** built on **Emotional UX principles, Explainability UX,** and **Scalable Design Systems**. Used transparent UX flows to build user trust and drive interactions — resulting in a **35% increase in completions** compared to previous campaigns.

8. Virtual Events – Axis Bank, Amazon Prime, Viacom18:

 **Role:** Accessible UX | WCAG Compliance | Real-Time Interaction Design

Directed UX design for multi-brand, cross-platform event ecosystems. Ensured **WCAG-compliance, Mobile-First Responsiveness,** and **Scalable UI Architecture**. Integrated **Real-Time Interaction Design** and seamless video playback to boost satisfaction by **30%** across different audience segments.

9. Indian Gold – Real-Time Trading Platform:

 **Role:** E-commerce UX | Interaction Design | Checkout Optimization

Served as **UX Designer & Researcher**, leading **User Flow Optimization, Information Architecture,** and front-end collaboration for a high-frequency trading platform. Integrated **REST APIs,** conducted **Task Analysis,** and applied iterative user feedback, reducing checkout drop-offs by **15%** and improving transactional UX.

Planned and executed **real-time, multilingual sports dashboards** with responsive layouts, leading to a **15% improvement in page load speed** and **20% growth in daily active users** during the 2012 Olympics.

Created **high-fidelity UI** for Dubai Sports & Olympics, integrating **live data feeds** to enhance real-time score delivery.

EDUCATION

- 🎓 **INTERACTION DESIGN FOUNDATION** - 21st Century Design with Don Norman – Master Class (2025)
- 🎓 **WEB & GRAPHIC DESIGN** - Arena Multimedia, Mumbai – Full Time (2012)
- 🎓 **BACHELOR OF ARTS** - Up Board – Correspondence (2009 – 2012)
- 🎓 **HSC – SCIENCE STREAM** - Mumbai University - Full Time (2008 – 2009)

CERTIFICATIONS

Interaction Design Foundation - [View Profile](#)

- User Research – Methods and Best Practices
- Data-Driven Design: Quantitative Research for UX
- Design for a Better World with Don Norman
- Agile Methods for UX Design
- Design for Thought and Emotion
- Journey Mapping
- Design for the 21st Century with Don Norman
- AI for Designers
- Design Thinking: The Ultimate Guide
- User Experience: The Beginner's Guide

Coursera - [View Profile](#)

- How to Create a Jira SCRUM Project
- Work with Components in Figma
- Business Analysis & Process Management

Google Cloud Skills Boost - [View Profile](#)

- Introduction to Generative AI
- Introduction to Responsible AI

LANGUAGE KNOWN

Hindi - Speak, Read & Write | **English** - Speak, Read & Write | **Marathi** – Conversational

KEY CLIENTS / BRANDS WORKED WITH

Amazon Prime, Duracell, SBI Life, NASSCOM, Fully Faltoo (MTV), IIFL, Skoda, Renault, HSBC, Sun Pharma, Nestlé, Viacom18, Mahindra, Volkswagen, Mumbai Summit, Godrej, Lodha Group, Bharat Inclusion Summit, VIVA ACP, IIA Mumbai, Swiggy, Zomato, Tata Sky, Amway